

2010

★ THE GREAT INDIANA ★

★ STATE FAIR ★

★ ★ ★ AUGUST ★ ★ ★

6-22

A SUMMERTIME
OF FUN!

AUGUST 6-22



★ **PROGRAM** ★

Map located on inside back cover

WWW.INDIANASTATEFAIR.COM





2010 YEAR OF PIGS

PRESENTED BY INDIANA PORK FARMERS

This year, there are pigs everywhere in celebration of the Indiana Pork Industry! This \$3 billion industry makes Indiana the 5th largest producer of pork in the United States. That's a lot of pork chops! From kids' activities to delicious food at the Pork Tents, it's truly a showcase for the **Indiana Pork Producers!**



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THINK PIG – INDIANA PORK INDUSTRY'S ECONOMIC IMPACT:

- Indiana Pork production contributes \$3 billion to Indiana's economy annually.
- Indiana is the fifth largest state for pork production in the United States.
- Indiana's pork industry includes 3,000 pork farmers and 15,000 jobs.
- Pork is the most widely consumed meat in the world.

(source: www.indianapork.com)

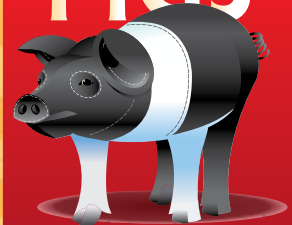
“HAMM”ING IT UP - INDIANA STATE FAIR YEAR OF PIGS EVENTS & ACTIVITIES:

- Indiana State Fair Backyard BBQ Cook-off – State Fair Blvd. – Wed., Aug. 18
- Year of Pigs themed cake contest – Ellison Bakery Home & Family Arts Building
- World's Largest Boar & Sow/Litter Contest – Swine Barn
- Celebrity Hog Calling Contest – Wed., Aug. 18
- American Diabetes Association “Celebrity Kiss a Pig” Contest – Thurs. Aug. 19, 10:30 am – Buckle Up Trucks Main Street Stage
Vote for your favorite candidate at www.indianastatefair.com (Year of Pigs/Hamming it up Section) throughout the summer and watch the winner kiss a pig on August 19!
- Hedrick's Racing Pigs presented by Eastgate Chrysler Jeep Dodge & Westgate Chrysler Jeep Dodge – daily – Hoosier Lottery Grandstand Side Lot
- Indiana State Fair Pork Signature Food Contest – Pork-based foods will be a part of the 2010 Annual Signature Food Contest

As a proud sponsor of the 2010 Indiana State Fair, Indiana Pork Producers is able to tell the complete story of producing pork through ingenious and innovative farming techniques always dedicated to the highest quality of products for all Hoosiers.



2010 YEAR OF PIGS



PRESENTED BY
INDIANA PORK FARMERS

WELCOME TO THE 2010 STATE FAIR!



The annual celebration of Indiana's rich agricultural heritage has arrived once again. The Great Indiana State Fair, which this year celebrates its 154th anniversary, has exciting new features and traditional fair favorites. My wife Cheri and I are excited to announce that this year's State Fair will again run for 17 days giving Hoosiers plenty of time to enjoy the entertainment and educational opportunities the fair has to offer.

This year, we're excited to be celebrating the YEAR OF PIGS and the important economic impact the pork industry has on the state. Indiana pork farmers produce 1.6 billion pounds of pork each year adding \$3 billion dollars annually to Indiana's economy. The more than 15,000 Hoosiers employed in the industry take pride in distributing a safe and high quality product to people around the world.

I also hope you'll take some time to experience the Bridges to Japan exhibit located in the International Pavilion, also known as the Grand Hall. New to the fair this year, Japan is the first country to be featured in what will be an annual exhibit celebrating Indiana's social and economic ties with various countries around the globe. The exhibit is a cultural experience for people of all ages and will feature performing arts, authentic Japanese foods and interactive displays to help fairgoers learn more about the important relationship between Japan and our state.

For the sixth year, Cheri will be leading the Heartland Walk for Health and I hope you'll take time to join her on the two-lap walk around the Fairgrounds to help raise awareness about heart disease. In addition to the walk, a new "Farmers Market Café" has been added this year where fairgoers can eat healthy foods and get information about nutrition and physical activity.

There's never a shortage of things to see, do and taste at the Great Indiana State Fair. Thank you for being a part of one of Indiana's greatest traditions. Enjoy!

Sincerely,

Mitch Daniels
Governor Mitch Daniels



2010 INDIANA STATE FAIR BOARD OF DIRECTORS

Roger Hale, President ISF Board	Dr. Charles Hibberd	Jim Lankford
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Steve Simmerman	Bryan Messersmith	Bud Krohn
Lynette Walter	Al Polin	Lee Ann Eizinger
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2010 INDIANA STATE FAIR COMMISSION

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Gary Emsweller, The Barn Chairman	State Fair Advisory Committee	Doug Huntsinger, Governor Daniels Rep.
Susan Hayhurst	Joe Kelsay, Director of Agriculture	Cynthia Hoye, Executive Director

GENERAL INFORMATION

A SUMMERTIME OF FUN AT THE 2010 INDIANA STATE FAIR - AUGUST 6-22

So your summer hasn't turned out to be all that you expected? Well, it's not too late to make it one of the best summers ever! The Great Indiana State Fair offers the 17 best days of summer where you can enjoy enough animals, music, food and fun to fill your family's photo album for the entire year.

GENERAL FAIR HOURS:

Gates Open Daily: 8 am; 6 am on Saturday, August 14

Gates Close: Admission tickets will no longer be accepted/sold after 9:00 pm (Sun.-Thurs.) and 9:30 pm (Fri. & Sat.)

Building/Exhibit Hours: generally 9 a.m. - 9 p.m. throughout the Fair

ADMISSION PRICES

General Admission.	\$.8	Discount Tickets.	\$.7
Children 5 and under.	FREE	For more information, call (317) 927-7500 or visit us at www.indianastatefair.com	

Discount tickets can be purchased at:

Indiana Walmart stores • CVS/pharmacy stores • Indiana Farm Bureau offices • The Marten House Hotel • Indiana State Fairgrounds Ticket Office

WHEELCHAIR, STROLLER, WAGON & ELECTRIC CART RENTAL

Limited quantities are available inside Gate 1 on 38th Street, in front of the Grand Hall and inside Gate 12. Open 9 am to 10:30 pm. Call (317) 927-7500 for more information.

Stroller.	\$.9	Wheelchair.	\$.15
Wagon.	\$.13	Electric Cart.	\$.45

CELEBRATING 100 YEARS, and the Boy Scouts are definitely here to stay! For nearly a century, the Boy Scouts of America has brought families and communities together to prepare youth to live, work and play with character and integrity. On the north-east side of the fairgrounds, a new bridge has been built which will be home for Hoosier Boy Scouts as they engage in year round badge activities. Be sure to stop by and become a part of the celebration!

Bridge dedication is Sunday, August 15 at 2pm!





STATE FAIR MIDWAY WRISTBAND DAYS

The biggest and most thrilling midway in the Midwest is at the Indiana State Fair! From the log flume to the giant ferris wheel, you won't want to miss all the fun!

RIDE ALL THE RIDES ALL YOU WANT DURING THESE SPECIAL HOURS:

Friday, August 6	Midnight Madness	7 pm – Midnight	\$25
Monday, August 9	Family Day	Noon – 6 pm	\$25
Tuesday, August 10	Family Day	Noon – 6 pm	\$25
Wednesday, August 11	Family Day	Noon – 6 pm	\$25
Thursday, August 12	Family Day	Noon – 6 pm	\$25
Friday, August 13	Midnight Madness	7 pm – Midnight	\$25
Monday, August 16	Munchkins Midway (Kiddie Rides only)	Noon – 4 pm	\$15
Tuesday, August 17	Family Day	Noon – 6 pm	\$25
Wednesday, August 18	Ride Survival	Noon – 10 pm	\$25
Thursday, August 19	Family Day	Noon – 6 pm	\$25
Friday, August 20	Midnight Madness	7 pm – Midnight	\$25
Sunday, August 22	Last Blast	Noon – 10 pm	\$25

MIDWAY HOURS:

Monday-Thursday: Noon - 11pm ★ Fridays: Noon - Midnight
Saturdays: 11am - Midnight ★ Sundays: 11am - 11pm (10pm Aug. 22)

SPECIAL PRICING & DISCOUNTS!

\$1 MIDWAY RIDES: On Saturday, **Aug 7** and Sunday, **Aug 8** from 11 am-Noon midway rides are only \$1.00 each.

FREE ADMISSION TICKET IN THE INDIANAPOLIS STAR: Monday, **Aug 9**, The Indianapolis Star will print a ticket good for free admission to the fair on the following Wednesday and Thursday, **August 11 and 12**. Watch The Star for more surprises!

TURKEY HILL DAIRY \$2 TUESDAYS: On Tuesday **Aug. 10 and 17**, visitors are admitted for just \$2, compliments of Turkey Hill Dairy with voucher printed from www.turkeyhill.com/indianastatefair.

\$2 TASTE OF THE STATE FAIR: On both Tuesdays of the fair, **Aug. 10 and 17**, concessionaires all over the fairgrounds will have \$2 servings available all day long & \$2 midway rides!

FREE ADMISSION FOR STATE EMPLOYEES: All state employees are admitted to the fair for free on Thursday, **Aug. 12**, with the presentation of an employee ID card.

INDYGO DOWNTOWN LUNCH BUNCH: On Thursday, **Aug. 12**, downtown workers who take the IndyGo Route 39 bus for \$1.75 from 11 a.m. to 2 p.m. will receive free admission to the fair through Gate 1A on 38th Street. For trip planning assistance, visit indygo.net or call (317) 635-3344.

FREE LOTTERY TICKET: On Hoosier Lottery Day, Saturday, **Aug. 14**, all guests at least 18 years old can redeem their fair admission ticket stub for a free lottery ticket from 10 a.m. to 7 p.m. at either the two Hoosier Lottery Booths at the Hoosier Lottery Grandstand or on the north side at Dow AgroSciences Celebration Park.

BMV CARLOAD DAY: Large families and groups of friends traveling to the fair together will want to take advantage of this great offer on Monday, **Aug. 16**. Admission is only \$15 per vehicle for up to 10 people with voucher printed from www.mybmvm.com.
August 6-22, 2010

TRACTOR SHUTTLE RIDE DISCOUNTS FOR SENIORS: All seniors, age 55 and older, can ride the tractor shuttles around the Fairgrounds for just \$3/day when they purchase a special wristband at the State Fair Information Booths located in Pioneer Village and on State Fair Blvd. On Golden Hoosiers' Day, **Aug. 17**, seniors can ride the tractor shuttles for free!

FREE ADMISSION FOR MILITARY PERSONNEL AND FAMILIES: The State Fair is honoring our current and former members of the Armed Forces by offering free admission for them and family members on Thursday, **Aug. 19**, with presentation of a military ID. Log onto www.indianastatefair.com for more information.

\$2 DISCOUNT WITH PEPSI BRAND CAN: All visitors who bring any Pepsi brand can on the fair's final day, Sunday, **Aug. 22**, will receive \$2 off the gate admission.

INDIANA STATE FAIR VALUE COUPON BOOK: Save money on everything from corn dogs to sunglasses by purchasing this book of coupons for just \$5. More than \$100 in deals and discounts are being offered by dozens of fair vendors. The books are available in the State Fair Gift Shop presented by Indiana Pork Farmers.



GETTING HERE

The Indiana State Fair is located on the corner of East 38th Street and Fall Creek Parkway at 1202 East 38th Street, Indianapolis, IN 46205. For specific directions to the State Fairgrounds, visit www.indianastatefair.com or call (317) 927-7500.

★ BEST WAY DISPOSAL STATE FAIR PARKING ★

• FREE PARKING (when available)

There is plenty of free parking available on a first-come, first-served basis inside the fairgrounds. Visitors should enter through Gate 1 off 38th Street, Gate 6 off Fall Creek Parkway., Gate 10 off 42nd Street or Gate 16 off 42nd Street.



• FREE STATE FAIR PARK & RIDE

When you park at Glendale Mall's Rural Street lot, you can ride the Indiana State Fair shuttle for FREE! The shuttle runs every 20 minutes from 10 a.m. to 10 p.m. each day of the fair.

• STATE FAIR E-Z PARK

These \$5 lots are located south of 38th Street across from the Main Gate and at the Indiana School for the Deaf on 42nd Street.

• PARKING FOR PERSONS WITH DISABILITIES

Accessible parking for persons with disabilities can be found just inside Gates 1, 6 and 16, as well as in the Best Way Disposal Infield.

• PEDAL & PARK

Save \$1 off Fair admission when you bike to the State Fair and use one of the secured bike racks available on the Monon Trail at 38th Street from 9 a.m. to 8 p.m. Bikers must enter through Gate 18 on the Monon Trail.

WFMS FAIRTRAIN

Provided by the Indiana Transportation Museum, the WFMS FairTrain presented by KeyBank departs for a round-trip journey from Fishers on the northeast side of Indianapolis to the gates of the Indiana State Fairgrounds. Tickets available at Hamilton Co. KeyBanks, Fishers Train Depot, on train, and Hook's Drug Store Museum.

ROUND TRIP TICKETS

Adult: \$10
Child (2-12): \$5
Child (under 2): FREE
Pre-Fair Pkg.: \$25 (2 adults, 3 kids)

Parking may be reached by following the signs on 116th St. or 126th St. to Lantern Rd., south to Municipal Dr.



DEPARTURES

FISHERS	FAIRGROUNDS
8:45 am	9:30 am
10:15	11:00
11:45	12:30 pm
1:15 pm	2:00
2:45	3:30
4:15	5:00
5:45	6:30
7:15	8:00
8:45	9:30
	11:00

For more information, call (317) 773-6000 or visit www.itm.org

SPECIAL SERVICES & REGULATIONS

ATM MACHINES: MOBILEMONEY ATM machines are located all around the fairgrounds (check map in back). An additional ATM is in front of the Administration Building.

FIRST AID: First Aid stations are located at three different fairgrounds locations: the Hook's Historical Drug Store near the 38th Street Main Gate; the Public Safety Center just inside Gate 6 near Fall Creek Parkway; and on Trackside Parkway across from the FFA Pavilion.

THE AMERICAN RED CROSS: The American Red Cross of Greater Indianapolis supplies certified first-aid volunteers to provide immediate medical assistance in case of emergency. Call (317) 684-1441 or visit www.redcross-indy.org for more information.

MOTHERS' MILK BANK LACTATION STATIONS

Nursing mothers can nurse their infants in the tents located near the Riley Fun Park's south entrance and on the north side near Dow AgroSciences Celebration Park.



SHUTTLE SERVICE POWERED BY INDIANA SOYBEAN, OFFICIAL BIO-DIESEL SPONSOR OF THE STATE FAIR

TRACTOR SHUTTLES: Jump on the tractor shuttles and take a lap around the Fairgrounds for just \$.75. The shuttles are sponsored by Western Governors University, Hoosier Lottery, Indiana Mothers' Milk Bank, St. Vincent Heart Center, Revol Wireless and Clarian Health. Check the map in back for shuttle stop locations.

SMOKING POLICY: For the health of all visitors, smoking is permitted in outdoor designated areas only. Please look for the designated smoking stations located throughout the Fairgrounds.

ETC.: For the safety and convenience of all visitors, animals that are not involved with a State Fair exhibit or being used as a service animal are prohibited from entering the fairgrounds. Alcohol and weapons are also prohibited. For more information, please visit www.indianastatefair.com.

ENJOY THE FAIR...WASH YOUR HANDS ★ ★ ★

One of the best parts of the Indiana State Fair is getting close to all the different animals. The safest way to enjoy the animals is to make sure to wash your hands after each time you have contact with any of them. This is especially true for young children.

As you stroll around the fairgrounds, you will notice dozens of hand-sanitizing stations and restrooms. Please use these to keep your hands clean, especially if you are preparing to enjoy some of your favorite fair foods. In fact, you should make sure to clean with soap and hot water before you eat.

Be smart, stay healthy! Pet the animals, then WASH YOUR HANDS! It's the best way to enjoy your Great Indiana State Fair.



HELP US...HELP THE ENVIRONMENT!

Look for the designated "Green" bins to recycle your empty plastic beverage bottles and aluminum cans. Thanks for doing your part to "Green" the Great Indiana State Fair.



Best Way Disposal, the official recycling company of the Indiana State Fair.



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